



**CALIFORNIA WORKFORCE INVESTMENT BOARD  
ISSUES AND POLICY SPECIAL COMMITTEE  
MEETING NOTICE**



**October 7, 2010  
10:00 a.m. to 2:00 p.m.**

**777 12<sup>th</sup> Street, Suite 200  
Sacramento, CA 95814**

Arnold  
Schwarzenegger  
Governor

Barbara Halsey  
Executive Director

**Mission Statement**

“Our mission is to provide advice, counsel and recommendations to the full California Workforce Investment Board that improve Local Workforce Investment Boards’ ability to provide world-class services to constituents; and to provide overall strategic recommendations to the full Board in identifying the most critical priorities.”

**AGENDA**

**I. Welcome and Opening Remarks**

**II. Action Items**

**a. Approval of July 29, 2010 Meeting Summary**

**III. Discussion**

**a. High Concentration of Youth Grant Policy**

Continued discussion on the U.S. Census Bureau’s American Community Survey data as a tool for determining eligibility for local workforce investment boards to apply for these grants.

**b. One-Stop Career Center System Branding**

Continued discussion on the criteria, policy, implementation and oversight of a common identifying tool.

**c. Exemplary Performance Definition**

Continued discussion on redefining exemplary performance of local workforce investment areas for this annual grant award.

**d. Eligible Training Provider List (ETPL)**

Continued discussion on the ETPL waiver and possible solutions for the listing of community colleges and apprenticeship programs on the statewide ETPL.

**e. Strategic Planning – Next Steps for the Committee**

- Integrated Service Delivery
- One-Stop Certification

**IV. Public Comment**

**V. Other Business**

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Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the Committee to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply. Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at <http://www.cwib.ca.gov> or contact Daniel Patterson for additional information.

**I. Welcome and Opening Remarks**

**II. Action Items:**

- a) Approval of July 29, 2010 Meeting Summary

**III. Discussion**

- a) High Concentration of Youth Grant Policy
- b) One-Stop Career Center System Branding
- c) Exemplary Performance Definition
- d) Eligible Training Provider List (ETPL)
- e) Strategic Planning -- Next Steps for the Committee

**Issues and Policies Committee  
Meeting Summary  
July 29, 2010**

The Issues and Policies Special Committee met on Tuesday, July 29, 2010 from 1:00 pm to 3:00 pm at the office of the California Workforce Investment Board. This meeting was held by teleconference/WebEx technology.

The following members were present:

Victor Franco, Vice Chair	Larry Fortune
Stella Premo	Audrey Taylor
Stewart Knox	Adam Peck
Barry Sedlik	

The following members were absent:

Ed Munoz, Chair  
Tim Rainey  
Elvin Moon  
Felicia Flournoy  
Richard Rubin  
Faye Huang

Others in Attendance:

Linda Rogaski, CA Workforce Association  
John Delmatier , Proteus, Inc.

CWIB Staff:

Barbara Halsey, Executive Director CA Workforce Investment Board  
Luis Bermudez, Staff to the Committee  
John Williams, Staff to the Committee  
Bev Odom, Staff to the Board  
Ken Quesada, Staff to the Board

**I. Welcome and Opening Remarks**

Victor Franco opened the meeting, welcomed members and those members of the public participating on the teleconference. He asked members to introduce themselves. He encouraged the public to participate and there would be an opportunity for them to address the Committee later in the meeting. A quorum of members was present so the action items were discussed.

**II. Action Items**

- **Approval of July 29, 2010 Meeting Summary**

There were no comments on the minutes. Larry Fortune moved to approved them, Stewart Knox seconded the motion. The meeting summary was approved unanimously.

- **Local Board Recertification Policy**

Ms. Halsey provided a brief overview of the action item and the options outlined in the issue paper, stating that with the upcoming recertification required by December 31, 2010, it presents an opportunity for the Committee to evaluate the issue and the potential benefits of adding additional criteria to this biennial process.

There was some discussion concerning the last recertification process and perhaps the State Board might present some policy considerations on how the local boards might be able to organize regionally and recommended a bigger discussion with some of the local partners.

A member asked if we can achieve some of these changes by modifying the local planning process. He stated the current process maximizes local flexibility, authority and control. The members decided to retain the current policy as is: Alternative 1, status quo adding the youth performance measures.

A motion was made and seconded. The motion was unanimously approved.

- **Exemplary Performance Incentive Award Policy**

Ms. Halsey again provided an introduction and explanation of the existing policy and the direction provided by Secretary Bradshaw during the last State Board meeting, asking why the current criteria is considered exemplary. A member was supportive of modifying the current policy and the goal to give a meaningful amount of money to a few LWIBs that have achieved something significant. There are some technical areas that must be evaluated to define exemplary performance. For instance, the state requested local areas to participate in the Integrated Services Delivery Project, and because of the larger number of people being enrolled in WIA, it may negatively affect their performance outcomes. A significant change could change local behavior to receive the incentive award.

There was some additional discussion of using a graduated approach and the range of incentive awards provided to local areas for the PY 2008-9: \$40,000 to as little as \$2,000 for others. Staff will develop and calculate several scenarios based on the discussion and present them for members' further deliberations at the next meeting. A member motioned to table the discussion until the next meeting and was there was a second. The motion was unanimously approved by the members present.

## **High Concentration of Youth**

Ms. Halsey introduced and briefed the members on the topic. There were several questions about the use of the American Community Survey data and the implications for use in this award. There were concerns about the data not being gathered for political subdivisions less than 20,000 population, and if it could be disaggregated to the local workforce area boundaries.

A member motioned to defer this item to the next meeting and asked that a representative from the Labor Market Information Division be available to discuss the recommendation and respond to the question of members. This motion was seconded and unanimously approved by the members present.

**ETPL Waiver Comments:**

Ms. Halsey summarized the waiver request, training providers that would be affected and the members reviewed the comments received. There were no additional comments. Waiver request will be forwarded to full board for August 17 meeting. If approved, it will be sent to DOL for final approval.

**III. Discussion**

- Ms. Halsey provided the updates on the following items:

State Board meeting on Aug 17 in Sacramento. She provided a brief overview of the agenda items for that upcoming meeting. Secretary Bradshaw has asked Jamil Dada to act as the interim Chair for the State Board. This ensures the continuation of the Board's business that requires the Chair's signature.

Health Care Planning Grant. The State Board staff has been busy working with the Office of Statewide Health Planning to apply for a \$150,000 federal health care planning grant. This grant is initial funding to begin organizing a partnership to develop a comprehensive state health workforce plan.

The Employment and Training Administration made the announcement in September asking for collaborative efforts, led by the State Boards. It is a planning grant and demonstrates how California's planning strategy positions the state to receive future planning/implementation grants. The federal Health and Human Services Agency is asking for approximately \$150 million to support implementation of the federal health care act. There are lot of data sets to be merged and reviewed through a different lens than before, and the need to augment existing data sets.

Green Collar Jobs Council meeting on August 17. The staff are planning a panel presentation of the State Energy Sector Planning Grants and Regional Industry Clusters of Opportunity Grant to discuss how the local partnership is organizing and collaborating on this work. There will also be a discussion on Prop 23 and AB32 and discussion of the Committee's business plan for continuation of work.

Strategic Plan Extension. The Department of Labor provided a one year extension to the State Strategic Plan. Included in the plan were two new waiver requests: Use of Rapid Response Funding to provide Incumbent Worker Training and Waiver to provide Reimbursement for On-the-Job Training. Due to the expediency and local desire to use these waivers, a workgroup is being formed to develop a policy framework and guidance for these waivers. This document will be ready for review at the next Committee meeting. Adam Peck was asked to nominate a representative from CWA to this workgroup.

Summer Youth Waivers. The State Board submitted two waivers to DOL for the summer youth programs. After being posted for public comment were submitted to Secretary Bradshaw for her review and to DOL on July 12<sup>th</sup>. DOL is reviewing them now and staff will update members at the next meeting.

**IV. Public Comment:**

John Delmatier, Proteus, Inc. The Eligible Training Provider List Waiver Request is drawn too narrowly. There are private institutions that are accredited by Western Association of Schools and Colleges. In addition, WASC requires individual class curriculum to be approved also. The Waiver Request does not cover private institutions that are accredited. He has submitted his comment in writing to the State Board.

**V. Other Business**

Victor Franco thanked members for their participation and will see members at the August 16 meeting. Meeting adjourned.

## **Issue Paper on High Concentrations of Youth Calculations**

Prepared by:  
Labor Market Information Division  
Employment Development Department

July 27, 2010

### **Issue**

Should the State update the data used in awarding the California Workforce Investment Board's (CWIB) High Concentration of Eligible Youth Grants?

### **Background**

Barbara Halsey, CWIB Executive Director, requested that the Employment Development Department's (EDD) Labor Market Information Division (LMID) identify considerations and make recommendations regarding the possibility of updating the data that are used to award funds based on high concentrations of eligible youth. The percentages of eligible youth for each Local Workforce Investment Areas (LWIA) and the statewide average are used as a baseline for awarding these special Youth grants to LWIAs. At issue is the use of 2000 Census data which are now 10 years old.

### **Findings**

- 1) Until the year 2000, the decennial Census included, for some households, a long form that captured the necessary demographic information to make the types of calculations specified in the Workforce Investment Act (the Act). Census 2000 was the last census that contained the long form. The Census Bureau has replaced the long form data collection with the ongoing American Community Survey (ACS); the ACS will now provide the information formerly captured by the long form. Over the past couple of years, the Census Bureau has begun to release data from the ACS. The issue of updating data for the youth grants, therefore, is very timely.

The ACS is an appropriate data set for the use of calculating various concentrations of populations such as the "high concentration of eligible youth" as defined in the Act.

The ACS produces estimates of single-year data, three-year data averages, and five-year data averages depending on population size of the geographic area. Currently, only political subdivisions (e.g., cities, counties, towns) with populations over 20,000 are captured in the ACS. The five-year data which will have full geographic coverage



are scheduled to be available in 2010. These five-year data are necessary for the calculation of LWIA-based youth concentrations.

- 2) Changes in the jurisdictional boundaries of the LWIAs have not been reflected in prior calculations of concentrations of youth data; these need to be reflected in any recalculation.
- 3) When the youth concentration data were last calculated, they were based on numbers of economically disadvantaged youth, as used in the formula allocations, rather than all eligible youth, as defined in the Act.

### **Recommendations**

- 1) Perform calculations based on updated LWIA boundaries and definitions that include all eligible youth, not just economically disadvantaged youth.
- 2) Use the ACS to update the calculation of eligible youth concentration for each LWIA and calculate a new state average when the five-year estimates become available in 2010, *if the data are released on schedule and the calculations can be made within the timeframe of the grant award process.*
- 3) If five-year ACS data are not released in time, use the 2000 Census to update the calculation of eligible youth concentration for each LWIA and calculate a new state average.

## One-Stop Career Center System Branding

### Recommended Actions

1. The State Board will identify the Issues and Policies Committee (IPC) as the lead entity for hearing recommendations from the multi-agency/partner One-Stop Career Center Branding Workgroup (Workgroup) and work with them to accomplish:
  - a) The identification of a common tool that can be used to create name recognition for California's One-Stop Career Center System; b) the development of an implementation framework for the use of the tool; and c) research in the potential development of a dedicated resource website for employers and job-seekers.
  - Criteria, policy, implementation and oversight of the common identifying tool.
2. The California Workforce Investment Board (State Board) will charge staff to: a) label the existing link and interactive map of the One-Stop Career Center listing on CWIB website more clearly for easier recognition by employers and job-seekers; and b) advertise available One-Stop Career Center employer services and locations to employer organizations (e.g. the State Chamber of Commerce and the California Manufacturers and Technology Association).

### Background

On June 17, 2009, Ms. Pam Harris, Chief Deputy of the Employment Development Department (EDD), introduced a presentation on system branding. She expressed the great amount of emphasis being placed on the One-Stop Career Center System (OSCCS) at this time, and the need for a common brand for the entire system. At that meeting, Ms. Loree Levy detailed the various complications, issues, and challenges the OSCCS faces with employers, the general public, and lawmakers who make budgetary decisions for the system all due to the lack of a common brand or identifier. With the workforce development system in the recessionary spotlight, it was a good time to entertain the potential for a common brand.

To gain a greater understanding as to the degree of unfamiliarity with the OSCCS and the services provided, EDD commissioned a "One-Stop Center Branding Survey" of employers and job-seekers to be done by three California colleges.

**IV. Public Comment**

**V. Other Business**